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Marlene H. Dortch, Secretary  
Federal Communications Commission  
445 - 12th Street SW  
Washington, DC 20554

CC Docket No. 96-115 and 96-149

I strongly urge you to protect my privacy by requiring phone companies to obtain my approval before they sell my customer records. I don't want to be flooded with even more phone calls from pushy telemarketers.

Please take a strong stand today to protect Americans from this attempt by the phone companies to violate our right to privacy.

Sincerely,  
H. A. Juri *thanks!*

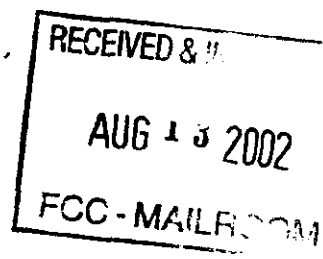
CU206E1 Recycled Paper



# CUB Citizens Utility Board

Please read (V) paragraphs.

Thank you.



Dear CUB Member,

✓ Unless we act now, Ameritech and Verizon will sell your private phone company records to telemarketers who will flood you with annoying phone calls.

In an outrageous attempt to violate your right to privacy, phone companies are lobbying the Federal Communications Commission right now to allow them to sell your phone company records.

The Citizens Utility Board (CUB) believes that your phone company records -- the phone numbers you call and how often you call them, and all the details of your phone bills -- should be private information.

✓ We don't think these records should be treated as just another commodity to be sold in the marketplace without your approval.

CUB urgently needs your help today. With your support, we can stop the growing invasion of your privacy by telemarketers flooding you with ever more phone calls seeking to sell you something.

The average American already receives more than a thousand telemarketing calls a year!

These phone calls frequently interrupt you at inconvenient times: just as you're sitting down to dinner, relaxing with a good book or television show, or helping a child or grandchild with homework.

Worse still, many of these calls are dialed by computers, so when you pick up the phone there may not even be anyone on the line. And when there is a salesperson on the line, they are often pushy and give you the "hard-sell."

**All in all, the last thing we need is even more of these irritating phone calls!**

But if telephone companies like Ameritech and Verizon get their way, they will be allowed to sell your name and phone number, along with information based on records of who you've called, who has called you, which phone services you subscribe to, how much you spend on your phone bill, and more -- unless you specifically go to the trouble of telling them to stop.

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Right now the Federal Communications Commission (FCC) is about to make one of the most important decisions ever affecting the privacy of consumers: the decision of whether or not to require telephone companies to get your consent before they release your private customer information.

✓ CUB is fighting to stop the phone companies from divulging any of your personal information without your express written permission. But we're up against some of the largest, most powerful companies in America, and we need your help to win this fight.

There are two things you can do today to help protect your privacy:

- 1) Sign and mail the postcard I've enclosed to the Federal Communications Commission (FCC) demanding that the phone company get your permission before it releases your records;
- 2) Make a special contribution to CUB to help fund this critical campaign to protect your privacy and stop unwanted telemarketing phone calls. Your contribution to CUB will help give us the resources we need to effectively make the case to the FCC.

CUB cannot win without the active support of members like you.

The stakes are huge: one major telephone company outside of Illinois, with more than 12 million customers, is already using customer information to sell direct marketing lists to large businesses.

✓ According to this company's web site, it offers "more than 20 different list products" to businesses so they can "pinpoint your customers using 40 demographic qualifiers." They promise businesses they can "rely on (the) comprehensive database of information," and "tap into consumer and business information nationwide."

If this sounds scary, it's because it is scary -- very scary.

Once Ameritech or Verizon releases your private information, it cannot be neatly and conveniently gathered up and returned to you.

✓ You lose control over the records revealing who you call, who calls you, the length and frequency of your calls, and all the other details of your phone bill.

This call detail information could be used by scam artists, abusive spouses trying to track down their victims, nosy private

investigators, bill collectors, credit agencies, as well as pushy telemarketers and others with an interest in knowing the private details of your life.

✓ But if the telephone companies have their way, they will continue to force you to notify them if you do NOT want them to release your records.

✓ This means that the companies add a confusing notice or brochure in your phone bill telling you that unless you go out of your way to call or write them and tell them to stop, they can share your personal information.

✓ Perhaps you've received one of these notices from Ameritech or Verizon. These phone company notices are designed to be ignored or overlooked. They often use obscure legal and technical language. They do not make it clear what information will be shared and with whom.

✓ If you don't respond, according to the phone company, you've given them your "implied consent" to do anything they want with your personal information.

They want to make it confusing and difficult for you to understand your rights and what you can do to protect them.

**That way they can sell your name to telemarketers who will bombard you with never-ending phone sales pitches.**

That's why CUB has joined with other consumer groups to ask the Federal Communications Commission (FCC) to require your phone company to get your permission before it releases any of your information.

The FCC will make a decision within the next few months on how to treat your right to privacy.

By sending the postcard I've enclosed to the FCC today, you have the opportunity to help convince the FCC not to allow the phone companies to do whatever they want with your private customer records.

Your contribution to CUB will also support efforts to create a national "do-not-call" list. Consumers could put their names on this list and telemarketers would be prohibited from calling them if they are on the list, or face fines if they do. The Federal Trade Commission is considering this proposal and CUB has joined with consumer advocates from across the country to support it.

**CUB** is committed to standing up to the phone companies, but we can't do it without your help.

You can help us by mailing the postcard and by making a contribution to **CUB** to support our campaign to protect your privacy and prevent you from receiving even more calls from telemarketers.

We need your financial support to perform the technical and legal research needed to make an effective case before the FCC and take on the telemarketing industry lobbyists.

✓ The phone companies have limitless resources to spend on lawyers, high-priced economists and other experts.

**CUB** doesn't need millions of dollars to win this battle. Time and time again **CUB** members have helped our small but effective staff of "Davids" beat the "Goliaths" of the utility lobby.

✓ **CUB**'s mission is simple: we fight to keep the utilities from taking advantage of you.

We need your help to continue this fight.

(This means you,)  
Mrs. W.

Please send the postcard I've enclosed to the FCC, and send a contribution to **CUB**.

Thank you for your time and consideration. I hope to hear from you soon.

Sincerely,

*Martin R. Cohen*

Martin R. Cohen  
Executive Director

P.S. If Ameritech, Verizon and the other phone companies have their way, they will use and sell your personal customer records without your permission -- and you'll be flooded with additional phone calls from telemarketers and others using your private information. Help us fight back by sending the postcard enclosed and by supporting **CUB**'s work with a special contribution today. Thanks again!